Message

**From:** Simon Bolger [simonbo@google.com]
**Sent:** 1/25/2013 8:09:12 AM
**To:** Christina Wire [cwire@google.com]; Jeff Galvin [jeffgalvin@google.com]; Scott Sheffer [ssheffer@google.com]
**Subject:** Fwd: Sales process for Dyn Rmkt campaign
**Attachments:** Google_Remarketing_Solutions_Updated_Jan_2013.pptx

fyi, remarketing pitch deck attached in case you're interested.

---------- Forwarded message ----------
From: **Anthony Nakache** <anakache@google.com>
Date: Thu, Jan 24, 2013 at 11:35 PM
Subject: Fwd: Sales process for Dyn Rmkt campaign
To: OPG EMEA Functional Heads <opg-emea-functional-heads@google.com>

if you are interested in understanding how Google Remarketing is pitched.
AN

---------- Forwarded message ----------
From: **Charlie Vestner** <charliev@google.com>
Date: Wed, Jan 23, 2013 at 4:57 PM
Subject: Re: Sales process for Dyn Rmkt campaign
To: Annie Wu <anniewu@google.com>
Cc: Aidan Booth <abooth@google.com>, Lauren Knapp <lknapp@google.com>, Nikole Hettinger <nhettinger@google.com>, Aitan Weinberg <aweinberg@google.com>, Anthony Nakache <anakache@google.com>, Bryan Rowley <browley@google.com>

Here is the deck we reviewed today, to highlight the way we pitch RMKT.

On Wed, Jan 16, 2013 at 9:09 PM, Charlie Vestner <charliev@google.com> wrote:
Annie - the walkthrough you did this morning at the commercialization meeting would be perfect for this. I would just plan to re-do that, with an extra aspect you believe are critical.

On Wed, Jan 16, 2013 at 3:38 PM, Annie Wu <anniewu@google.com> wrote:
Thanks for setting this up, looking forward to walking through the workflow!

On Wed, Jan 16, 2013 at 5:21 PM, Aidan Booth <abooth@google.com> wrote:
Thanks all

On 16 January 2013 00:35, Lauren Knapp <lknapp@google.com> wrote:
I've added 1/23 at 8:30am to the calendars.

lknapp@gmail.com 650.279.3876

On Tue, Jan 15, 2013 at 9:08 PM, Charlie Vestner <charliev@google.com> wrote:
That should work well, Niki. Thanks for helping with this, Annie!

Hi Lauren - can you help find 30 mins this week or next week for Annie, Aidan, Anthony, Bob, and Bryan? I'd love to join as well, if possible.

Thanks

Charlie

On Tue, Jan 15, 2013 at 6:26 PM, Nikole Hettinger <nhettinger@google.com> wrote:
+ Annie

Hi Charlie,
Sorry that it took awhile to get back to you but Annie Wu offered to do the walk thru. Based on her schedule, could we set something up for later this week or early next? Would that work for the group?
Thanks,
Niki

On Fri, Jan 11, 2013 at 4:03 PM, Charlie Vestner <charliev@google.com> wrote:
Hi Niki-

Do you think someone on your team could lead a 30 min walkthrough with Aidan, Anthony, Bob D and Bryan, and myself on this topic in the next week or so? I think Bob D will be keen to know this as well, especially a 2 min overview of the Merchant feed set-up and 4-5 mins on DAB set-up.

- Lauren Knapp could help cal - I can loop her in
- to extent possible, let's review go-forward workflows (as opposed to ones that are about to change)...even if that means viewing mocks
- I can cover the sales bit upfront, and Aitan covered the back-end bit in his email, so that just leaves the middle bits

Let me know when you get a chance.

Thanks

Charlie

On Fri, Jan 11, 2013 at 12:01 PM, Aitan Weinberg <aweinberg@google.com> wrote:
hi guys -

probably worthwhile for charlie or delegate to take you through the full thing, but here's a quick view to mull over the weekend :) ...

advertisers place a remarketing tag on every page of their site. that tag contains KV custom parameters including product ID. a user visits the site and the tag fires. the cookie is added onto a remarketing list, and associated with the cookie is the product ID. That same user later visits an adsense/adx page, where the ad request fires and goes to GDN/adwords. The GDN auction recognizes the user's cookie, see's the

cookie is on the list and the corresponding ad from the advertiser participates in the auction. If it's the highest bidding ad, it wins the auction and the ad serves. The ad uses a dynamic creative via DAB (display ad builder). At the point of serving, the system looks up the cookie and sees the product ID they viewed on the advertiser site. Looks up the prodID in the google merchant center feed and retrieves from there the image of the product, it's name and price and displays those in the creative.

The ads are regular ads in adwords. Set up a campaign targeting the RMKT list with a dynamic creative as associated feed.

There are many optimizations and best practices that advertisers employ to improve performance. We also have sophisticated bidding algorithms that automatically adjust bids up and down in real time on a variety of signals, some specific to remarketing (eg we detect the user is seeing the ad w/in the first few mins/hours of leaving the advertiser site and raise bid).

The LCS sales team pitches, and folks in gtech help the client in tag deployment and campaign setup when needed.

On Fri, Jan 11, 2013 at 9:31 AM, Aidan Booth <abooth@google.com> wrote:

Hi Charlie,

In talking with Anthony earlier today, it became clear that we don't know enough about the full sales & technical process behind the selling and delivery of a Dynamic Remarketing campaign. i.e. (for an average campaign):

- who does the pre-sales work with the advertiser and what does the high-level pitch look like?
- how does the campaign get booked?
- how does the advertiser create the user list and keep it updated?
- how do users on the list get 'found' in our network? (this is probably the most critical piece for us to get to grips with, and may be more of a technical/back-end question)
- are there in-campaign optimizations or analyses done to refine our ability to match advertiser performance expectations?

Would you or one of the RPEs be able to perform a walk-through of the process for us, as soon as practical?

Regards

aweinberg@google.com
212-381-5668

Charlie Vestner
Director, Global Display Solutions | Google
[redacted] (mobile)

nhettinger@google.com
+1 (650) 253-2392
+1 (858) 504-0181

Charlie Vestner
Director, Global Display Solutions | Google
[redacted] (mobile)

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Google Ireland Ltd.,Gordon House, Barrow Street, Dublin 4, Ireland
Registered in Dublin, Ireland
Registration Number: 368047

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wrong person. Thanks

--
Charlie Vestner
Director, Global Display Solutions | Google
[redacted] (mobile)

Charlie Vestner
Director, Global Display Solutions | Google
[redacted] (mobile)

--
Simon Bolger
Director, EMEA Online Partnerships,
Google
t: +353-1-543-1913

Registered in Dublin, Ireland
Registration Number: 368047

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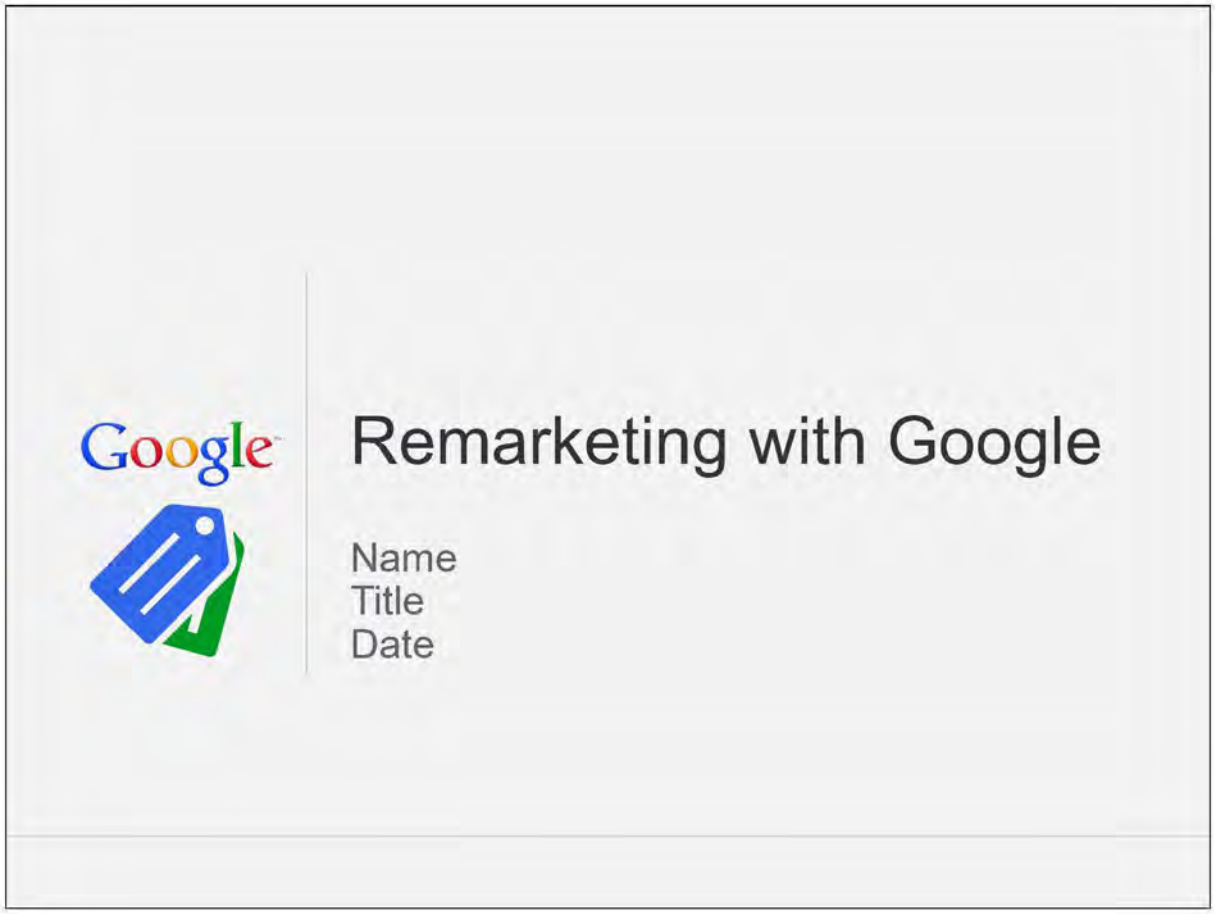
Google
Remarketing with Google
Name
Title
Date

Google

What we do:

# Google makes display advertising work for you

Through the Google Display Network, we help you:

## Win moments that matter

by reaching users across all screens, while recognizing and using intent to deliver better, more relevant ads

## Make better decisions

by accessing rich audience data to refine your targeting strategies, along with transparent reporting that helps quickly inform next steps

## Go bigger, faster

by tapping into the greatest reach of any ad network, integrating across video, mobile & social, and by using simple tools to automate optimization

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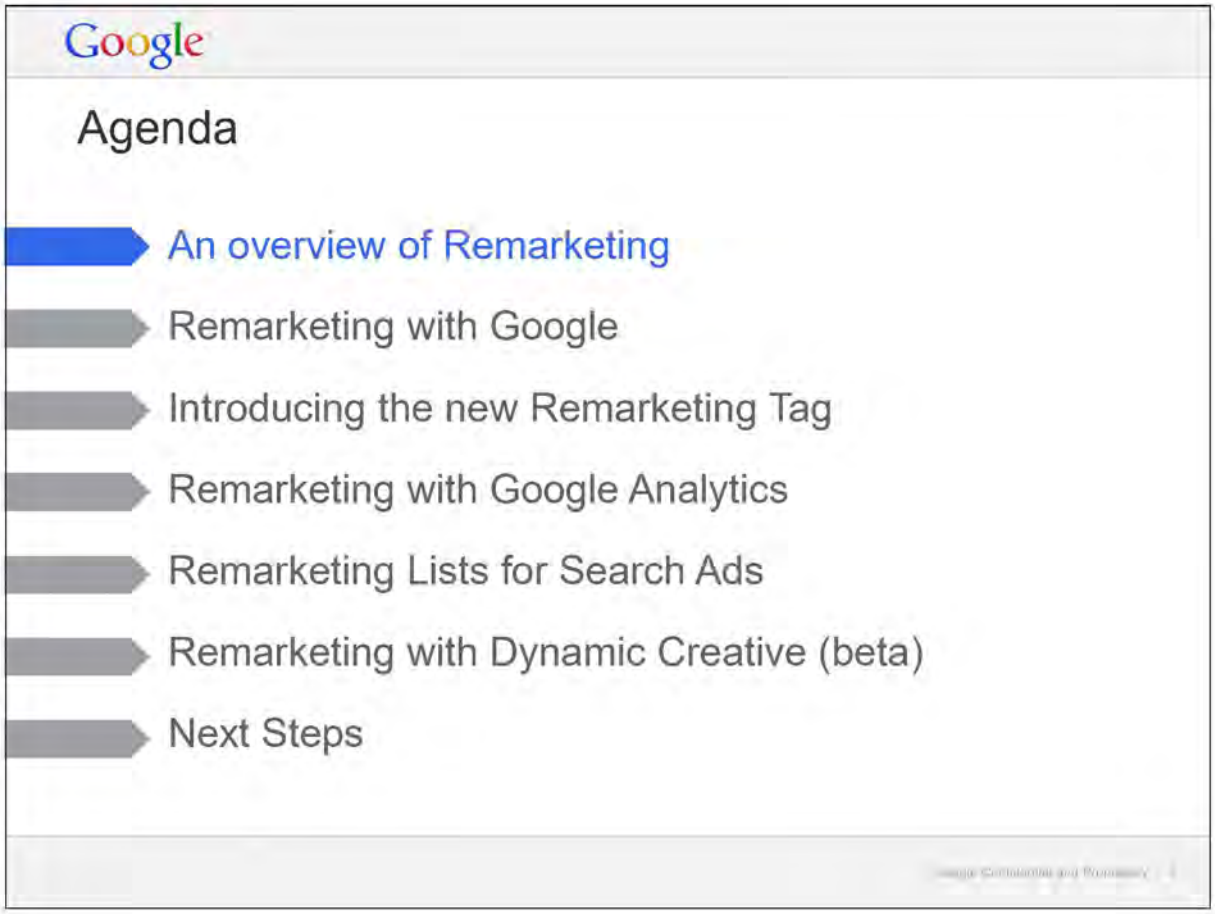
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Next Steps

Google

# Re-engage with visitors after they've left your website

**96%**

of people who visit a website leave without completing the actions marketers want them to take

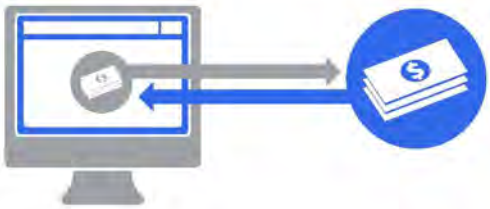
**70%**

of people abandon their shopping cart without completing a purchase

Source: Understanding Shopping Cart Abandonment, Forrester Research, May 2010

Google

# Improve ROI of all your online campaigns



## Maximize the return on investment

of every online campaign by complementing your campaigns with remarketing

## Drive traffic to your site

with search and other display campaigns, then win customers back with remarketing

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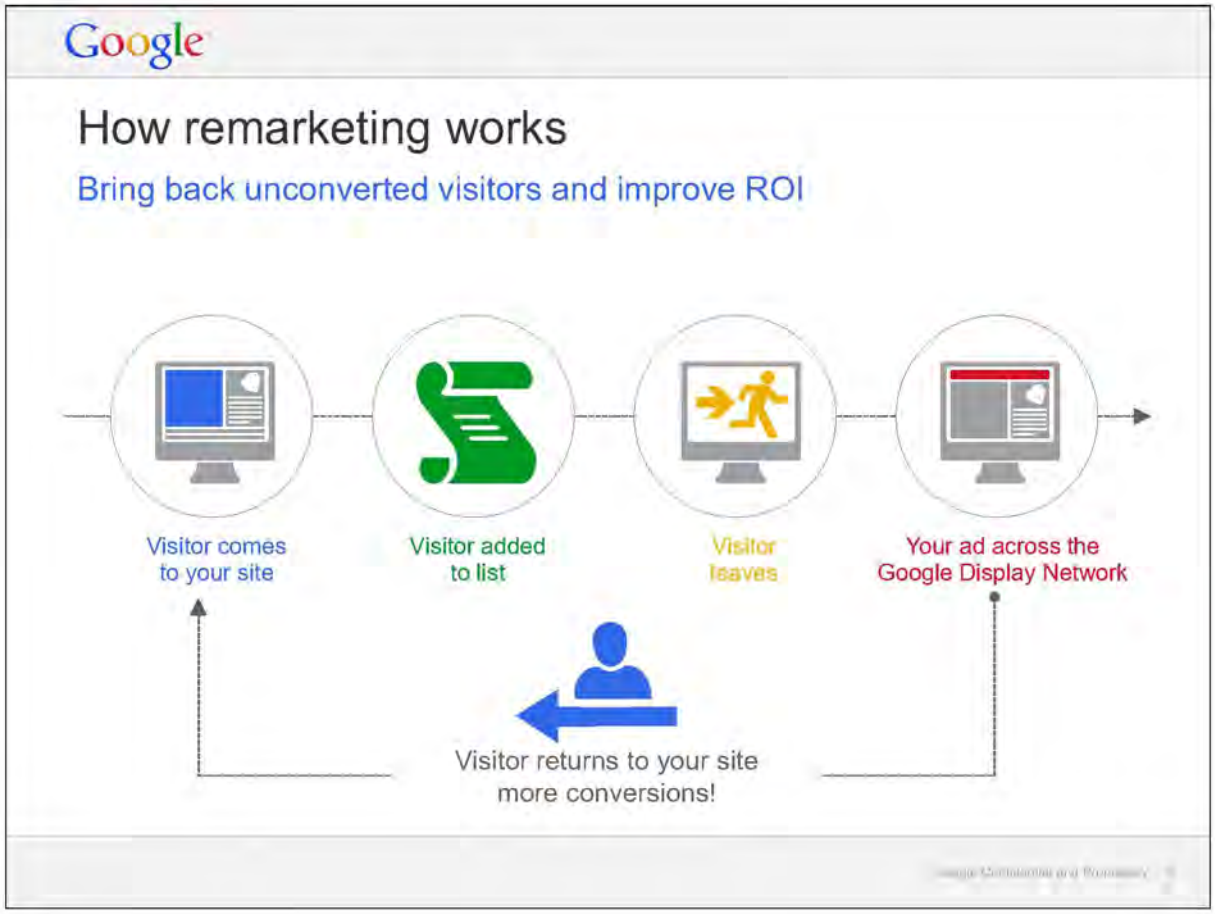



Remarketing works by helping you advertise to people who've visited your website, by showing them ads on the web after they've left
This may mean turning customers who've abandoned your shopping cart into converters
It may mean offering your loyal customers discounts
Or it may mean cross-selling related products, i.e. someone who buys diapers from you, may also be interested in baby food
Your imagination is the limit

Google

# Why remarketing works for upper funnel goals

- Drive brand awareness with tailored ads
- Continue the conversation with your strongest prospects
- Achieve massive global reach with the Google Display Network

Google

# Why remarketing works for mid-funnel goals

- Maximize your investment in search by incorporating display into your campaigns
- Follow up with consumers interested in your product, across the web
- Drive them back to your site with tailored messages
- Achieve massive global reach with the Google Display Network

Google

# Why remarketing works for lower funnel goals

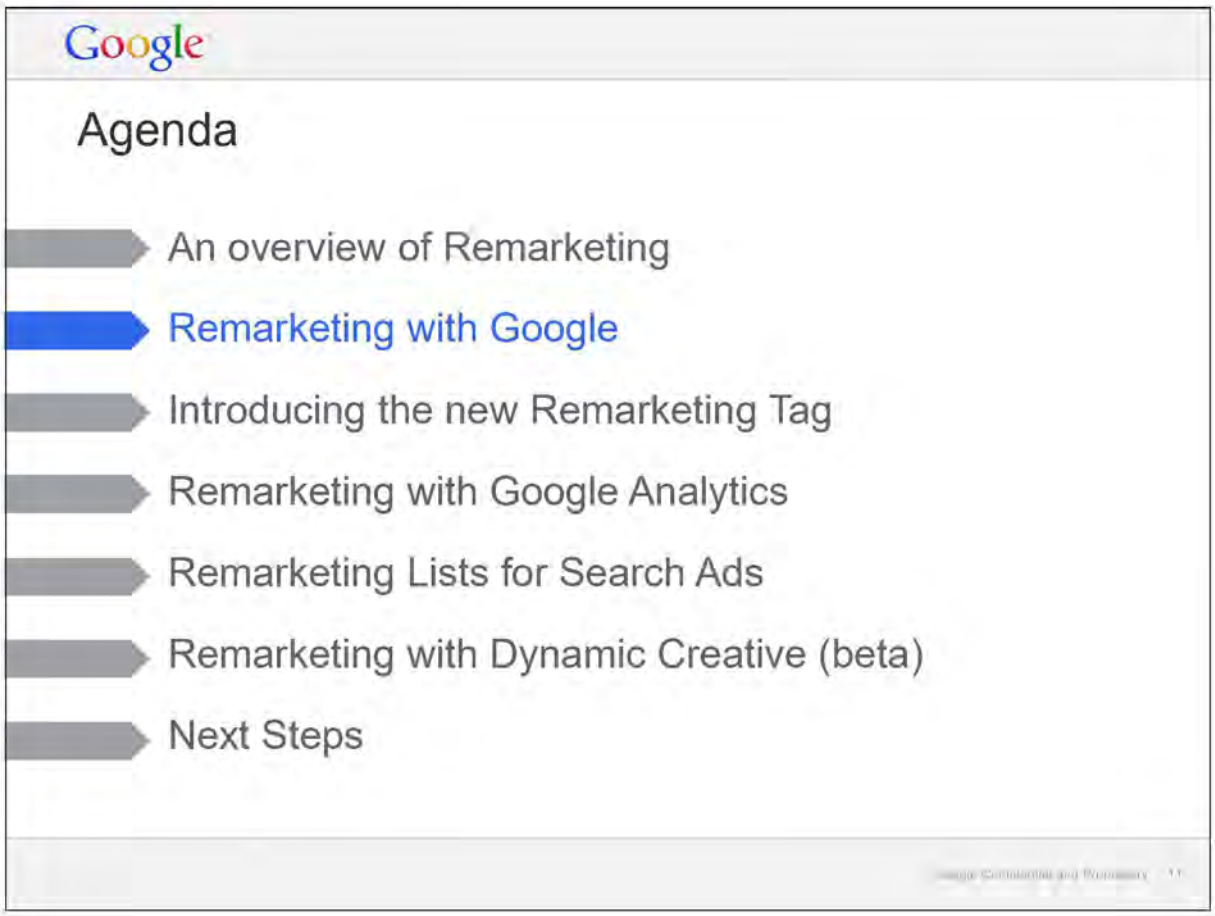
- Drive conversions with tailored ads
- Convert consumers who abandoned their shopping carts
- Achieve massive global reach with the Google Display Network

Google

"Remarketing allows us to add value back into our 'sunk' costs. It's a great opportunity to win back those users that we've already driven to the site through other advertising campaigns."

Clearsearch MEDIA

Jon Simmons
Principal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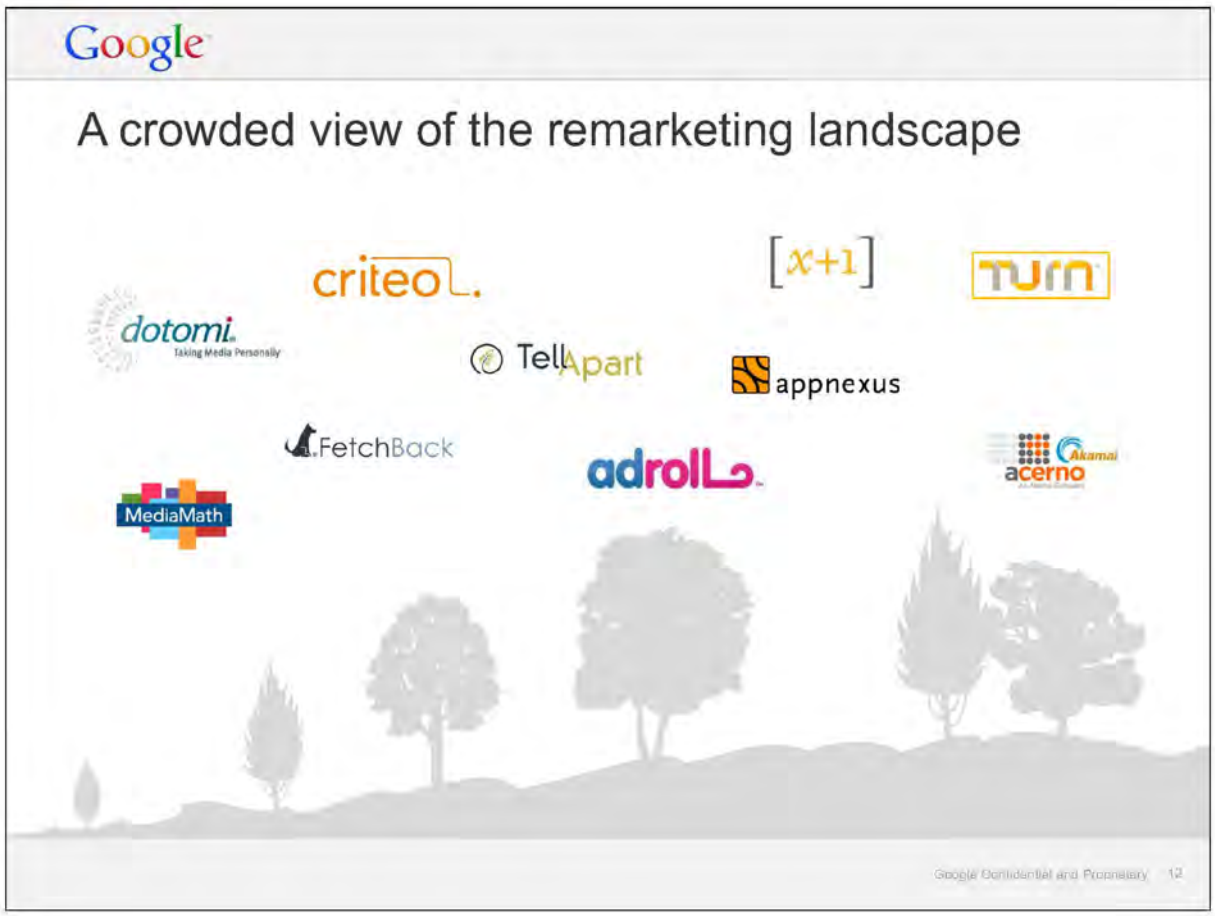
Google
A crowded view of the remarketing landscape
criteo
[x+1]
turn
dotomi
Taking Media Personally
TellApart
appnexus
FetchBack
adroll
Akamai
acerno
MediaMath
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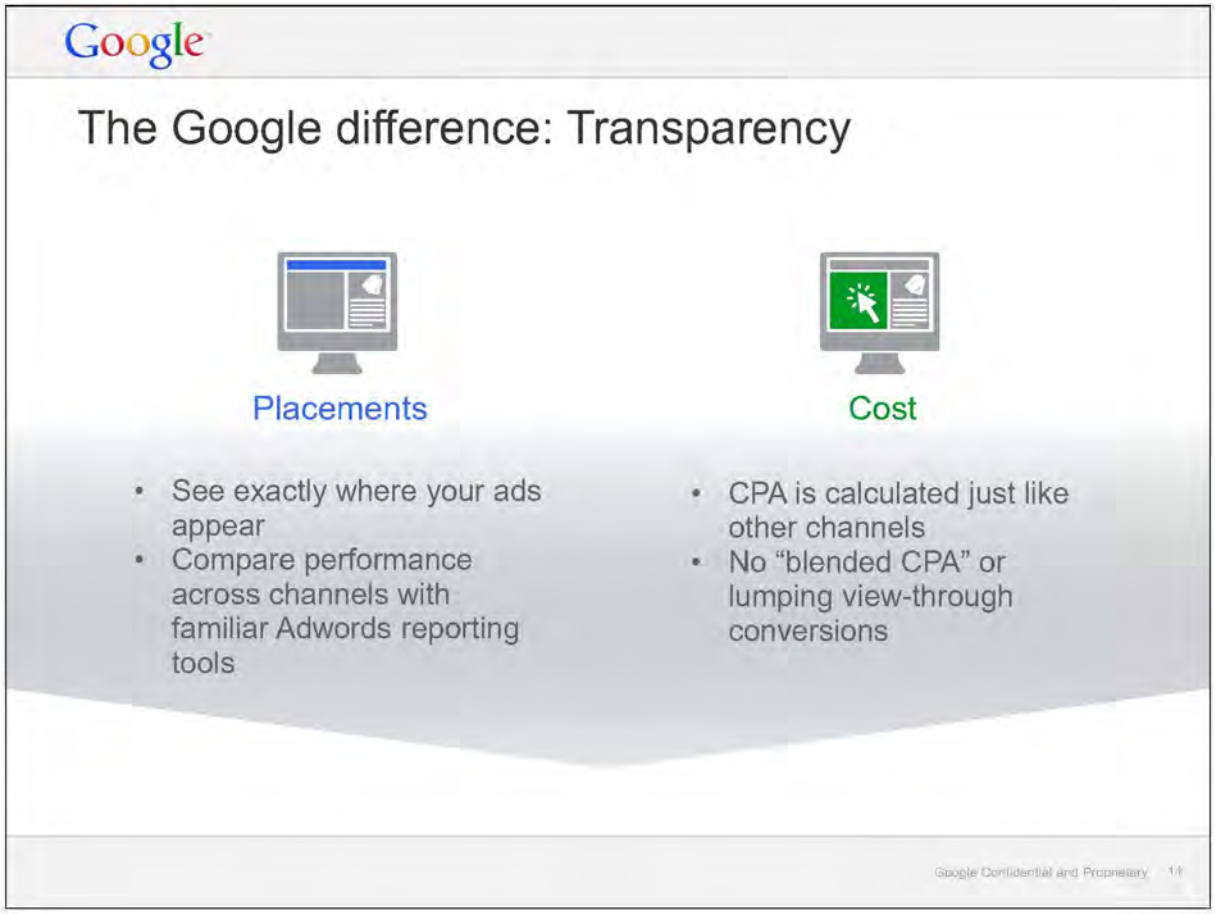
Google

# How do you know you're getting the highest ROI?

A collection of **buzzwords** to add to the confusion

**Lack of transparent** reporting

Google Confidential and Proprietary 


Google
The Google difference: Transparency
Placements
Cost
• See exactly where your ads appear
• Compare performance across channels with familiar Adwords reporting tools
• CPA is calculated just like other channels
• No "blended CPA" or lumping view-through conversions
Google Confidential and Proprietary 11

Google

# The Google difference: World class technology

## Conversion Optimizer & Remarketing

- Automatically fine-tunes bids to place more value on those likely to convert

## Single tag solution

- One tag across your site
- Easier to create custom lists on the fly or change strategy as you see fit

## GDN auction

- Adjust campaigns based on your needs rather than commit to a set number of impressions at a fixed price

## Remarket across media channels

- Display, mobile and video with YouTube
- Remarketing lists for Search Ads

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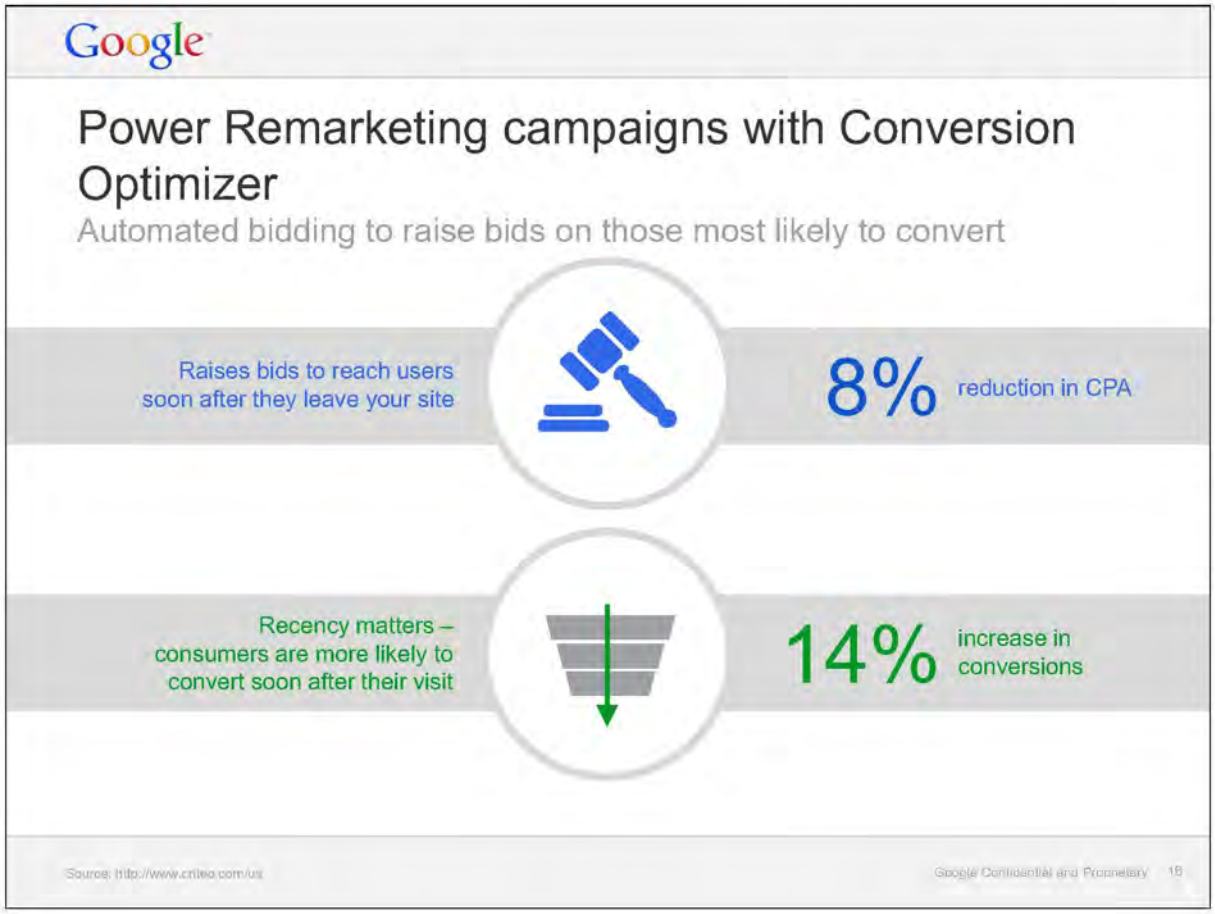
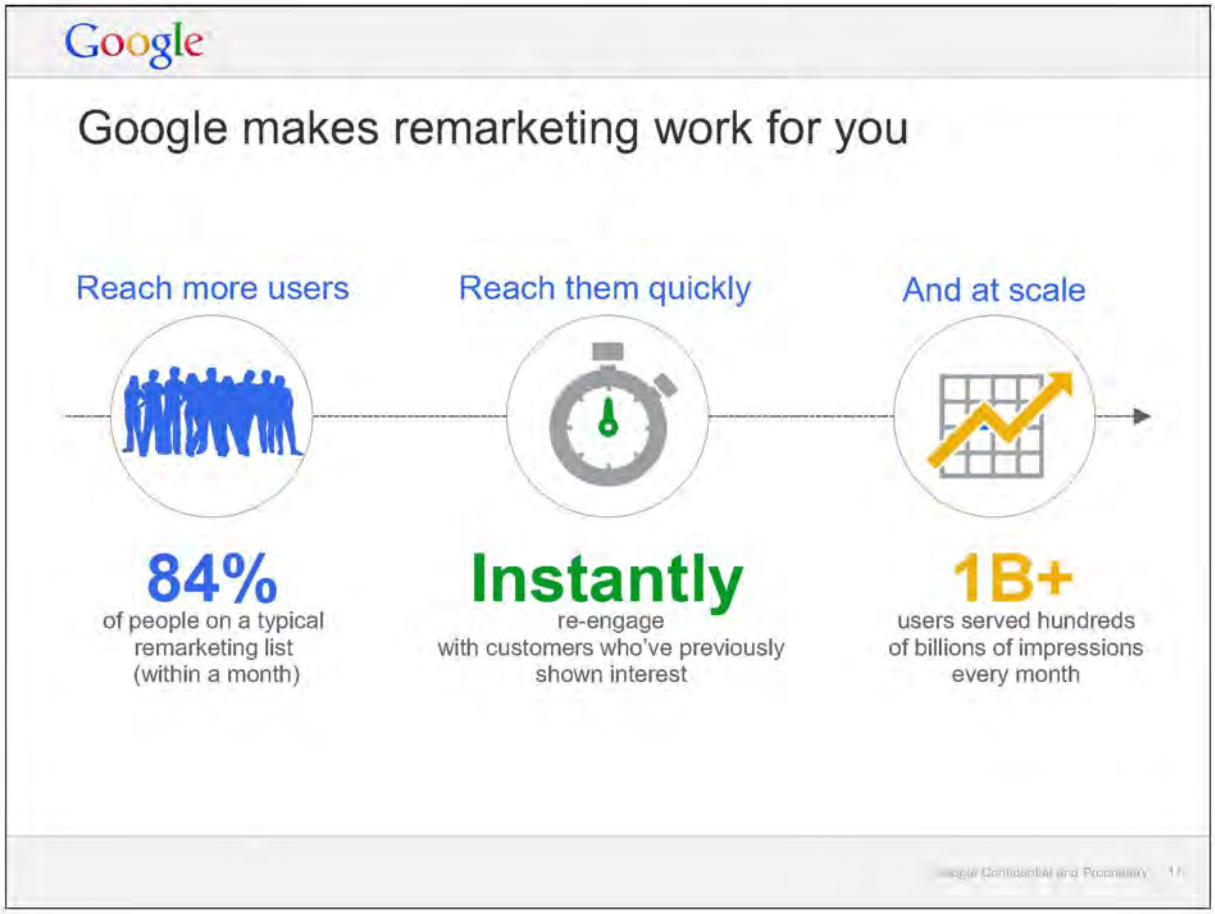
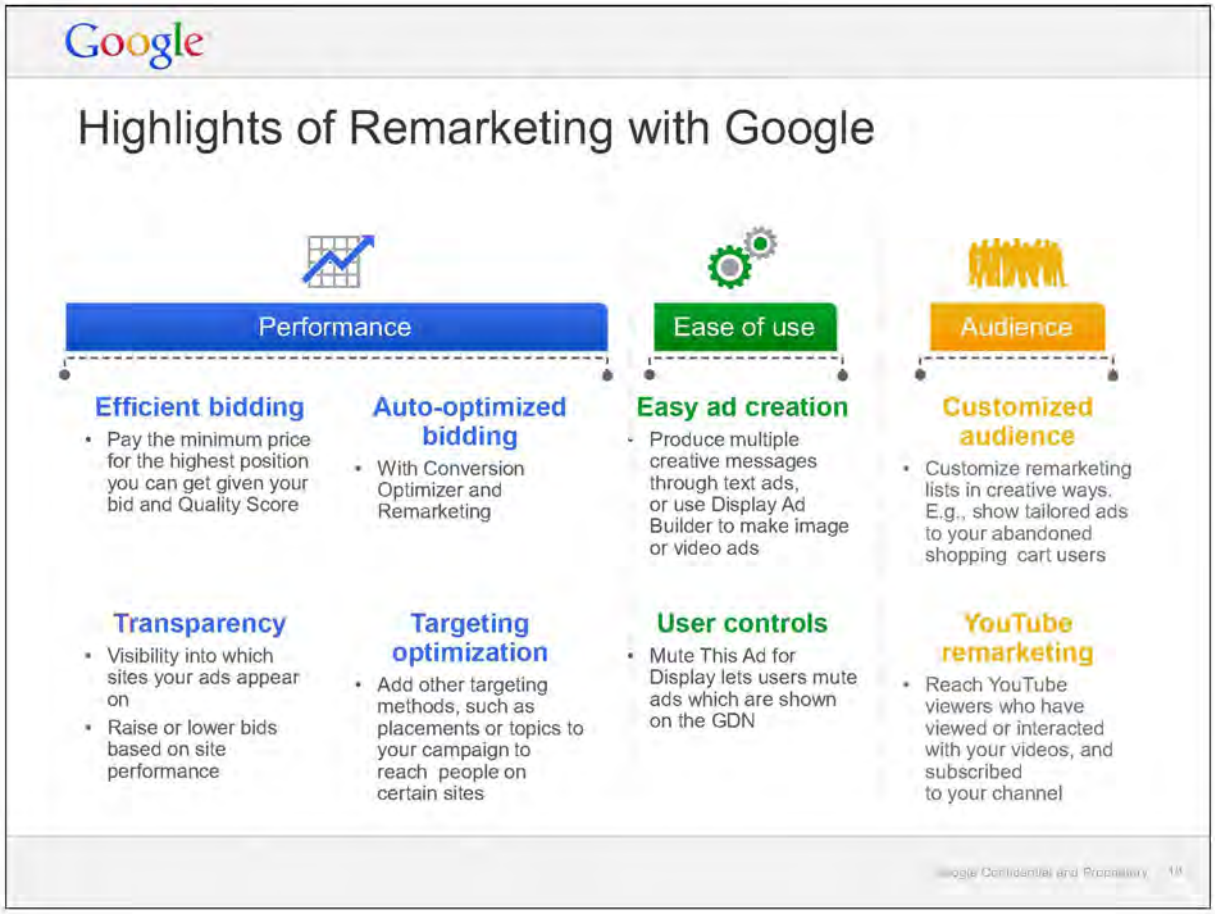
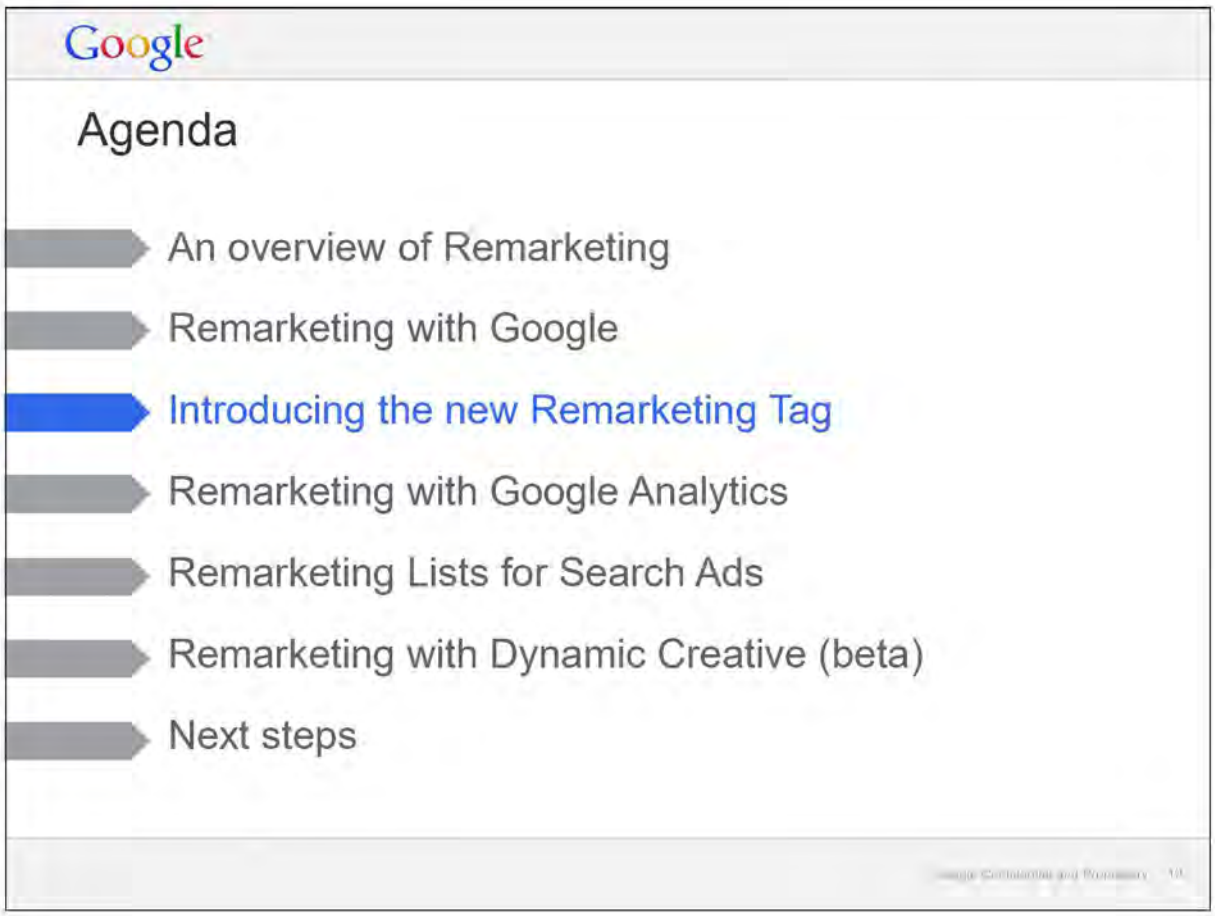

Google
Power Remarketing campaigns with Conversion Optimizer
Automated bidding to raise bids on those most likely to convert
Raises bids to reach users soon after they leave your site
8%
reduction in CPA
Recency matters – consumers are more likely to convert soon after their visit
14%
increase in conversions
Source: http://www.criteo.com/us
Google Confidential and Proprietary
18


Google
Google makes remarketing work for you
Reach more users
Reach them quickly
And at scale
84%
of people on a typical remarketing list (within a month)
Instantly
re-engage with customers who've previously shown interest
1B+
users served hundreds of billions of impressions every month


Google
Highlights of Remarketing with Google
Performance
Ease of use
Audience
Efficient bidding
Pay the minimum price for the highest position you can get given your bid and Quality Score
Auto-optimized bidding
With Conversion Optimizer and Remarketing
Easy ad creation
Produce multiple creative messages through text ads, or use Display Ad Builder to make image or video ads
Customized audience
Customize remarketing lists in creative ways. E.g., show tailored ads to your abandoned shopping cart users
Transparency
Visibility into which sites your ads appear on
Raise or lower bids based on site performance
Targeting optimization
Add other targeting methods, such as placements or topics to your campaign to reach people on certain sites
User controls
Mute This Ad for Display lets users mute ads which are shown on the GDN
YouTube remarketing
Reach YouTube viewers who have viewed or interacted with your videos, and subscribed to your channel


Google
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Google
Introducing the new Remarketing Tag
A much simpler, more powerful approach to running remarketing campaigns
Easy tag implementation
Place one tag across the entire site and use the simple user interface to manage lists
Advanced list rules
Create advanced list strategies by defining rules
Back-end optimization
Back-end bid optimization based on remarketing signals
Dynamic values beta
Pass dynamic values based on specific user actions
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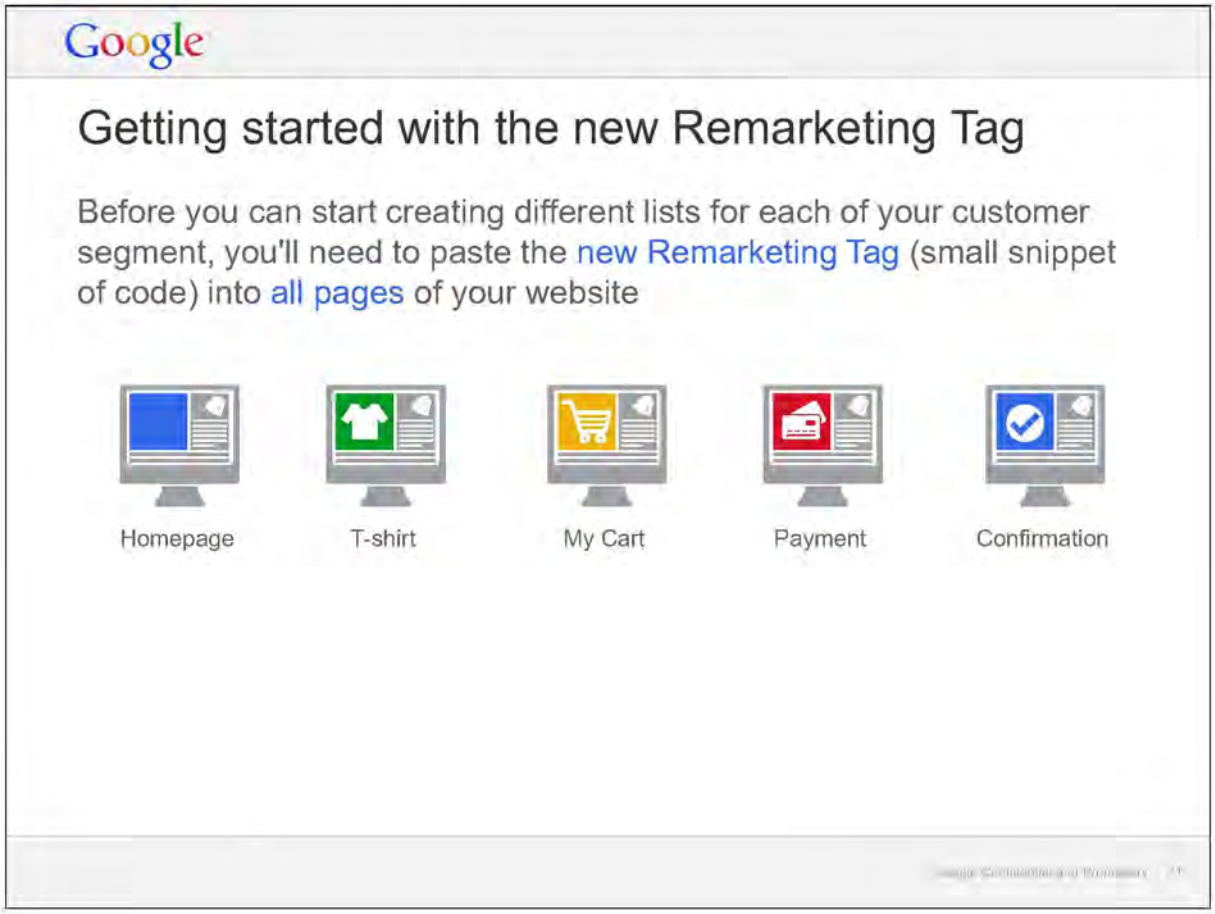
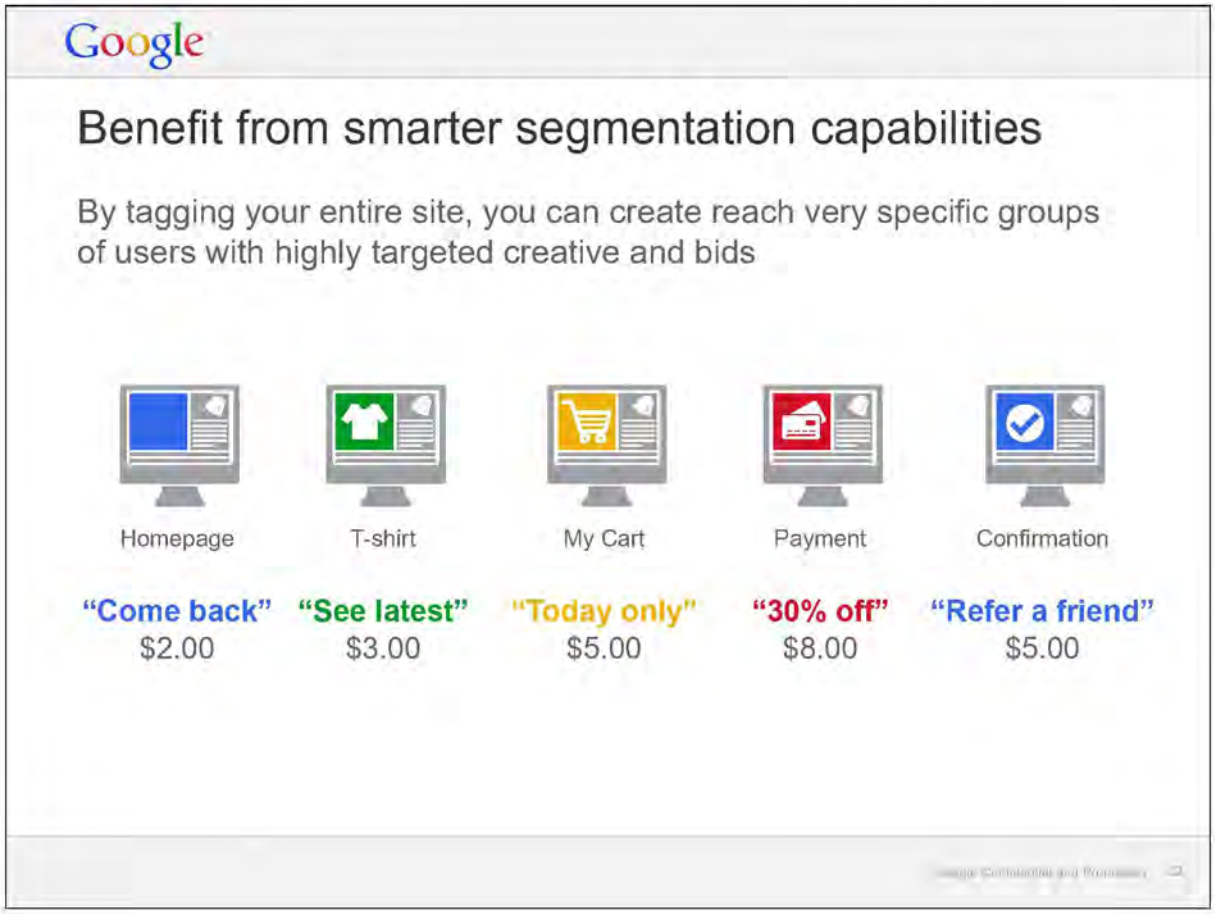
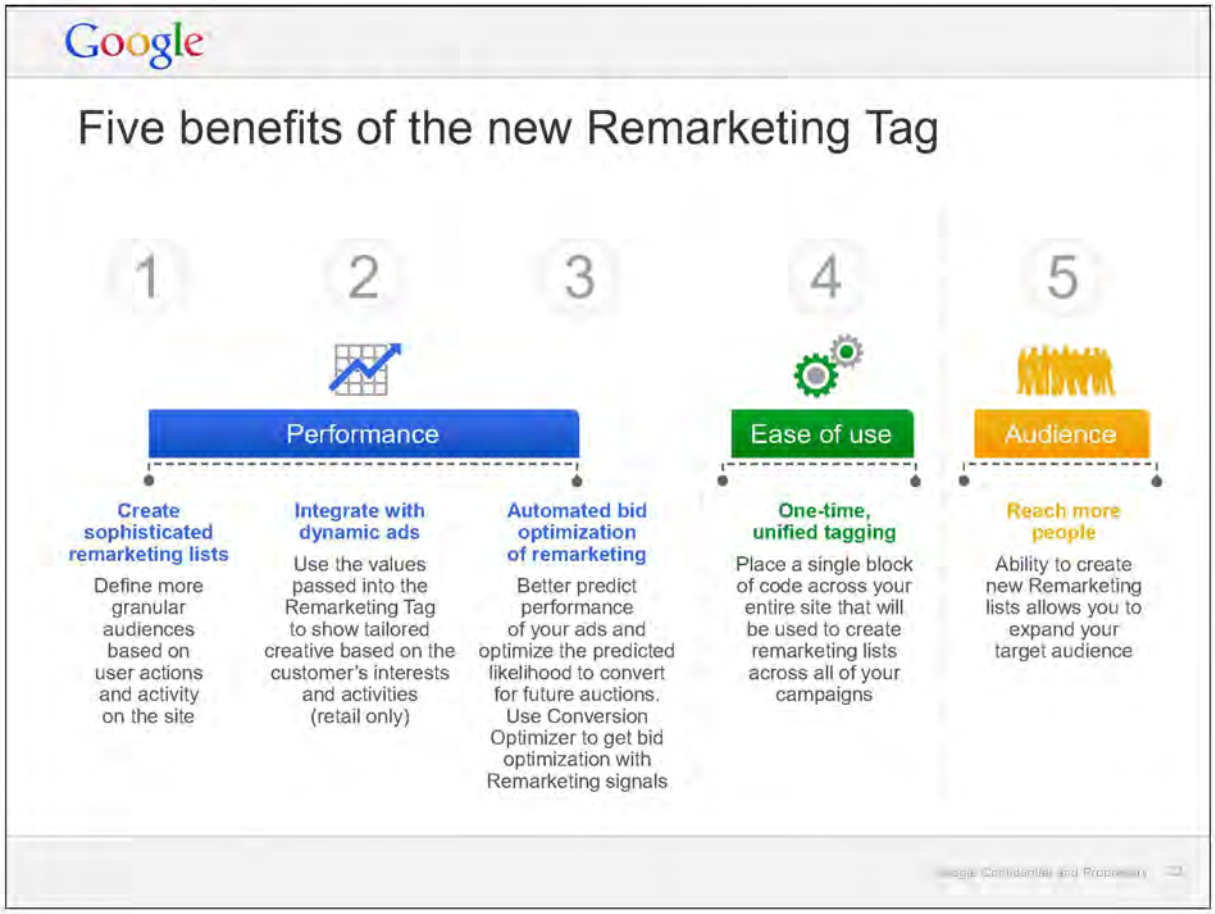
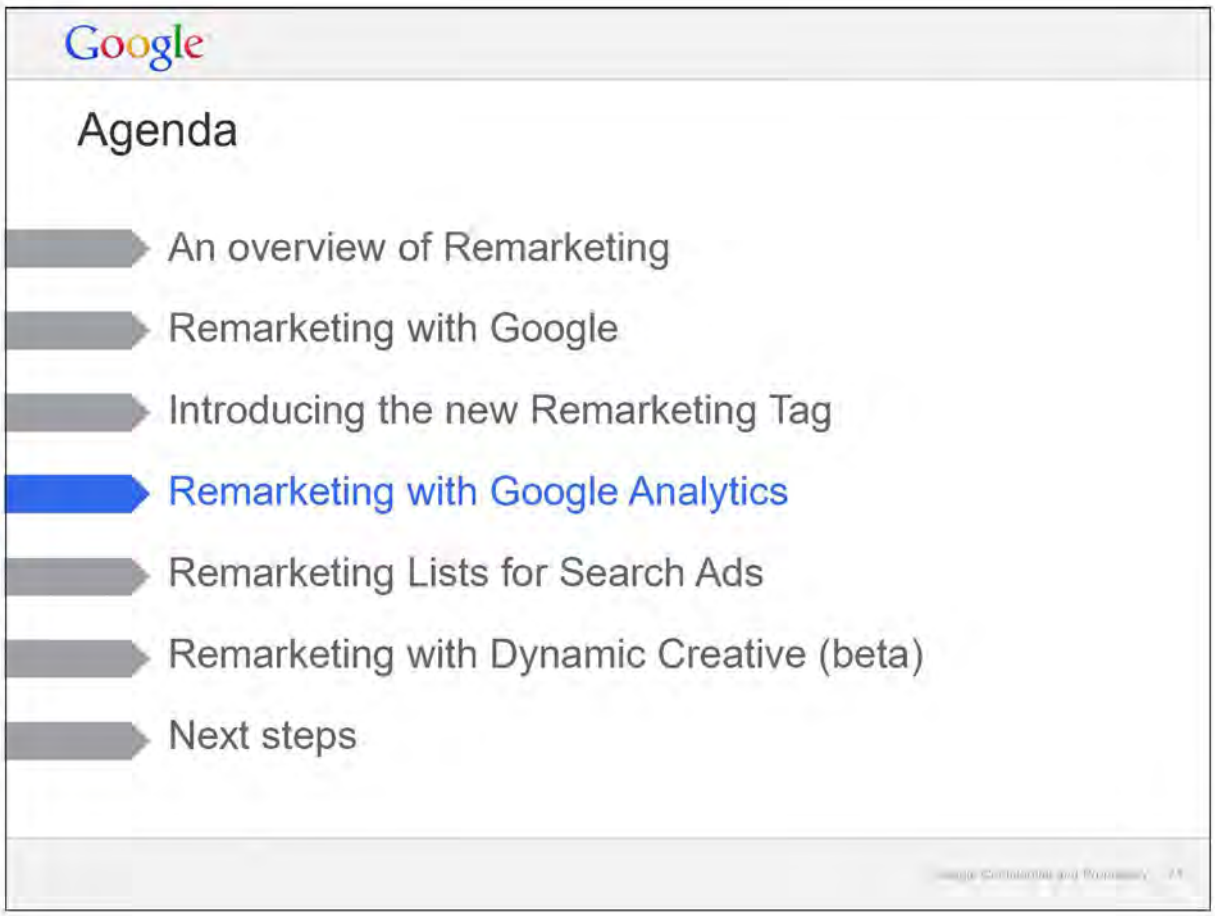

Google
Getting started with the new Remarketing Tag
Before you can start creating different lists for each of your customer segment, you'll need to paste the new Remarketing Tag (small snippet of code) into all pages of your website
Homepage
T-shirt
My Cart
Payment
Confirmation


Google
Benefit from smarter segmentation capabilities
By tagging your entire site, you can create reach very specific groups of users with highly targeted creative and bids
Homepage
T-shirt
My Cart
Payment
Confirmation
"Come back"
$2.00
"See latest"
$3.00
"Today only"
$5.00
"30% off"
$8.00
"Refer a friend"
$5.00


Google
Five benefits of the new Remarketing Tag
1
2
3
4
5
Performance
Ease of use
Audience
Create sophisticated remarketing lists
Define more granular audiences based on user actions and activity on the site
Integrate with dynamic ads
Use the values passed into the Remarketing Tag to show tailored creative based on the customer's interests and activities (retail only)
Automated bid optimization of remarketing
Better predict performance of your ads and optimize the predicted likelihood to convert for future auctions. Use Conversion Optimizer to get bid optimization with Remarketing signals
One-time, unified tagging
Place a single block of code across your entire site that will be used to create remarketing lists across all of your campaigns
Reach more people
Ability to create new Remarketing lists allows you to expand your target audience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Google

# Easily dive into remarketing with Google Analytics

## Create advanced remarketing strategies with Google Analytics

1. **Re-use your Google Analytics tag**
   Make a one-line, one-time change to your GA tags
2. **Leverage your GA data**
   Use over 200 analytics dimensions & metrics to target precise audiences
3. **Build & edit lists with ease**
   All using the Google Analytics UI
4. **Create sophisticated lists based on visitor activity**
   Built on an intelligent understanding of cross-session visitor behavior
5. **Reach your visitors across the web**
   Lists automatically appear in AdWords to run ads on the GDN

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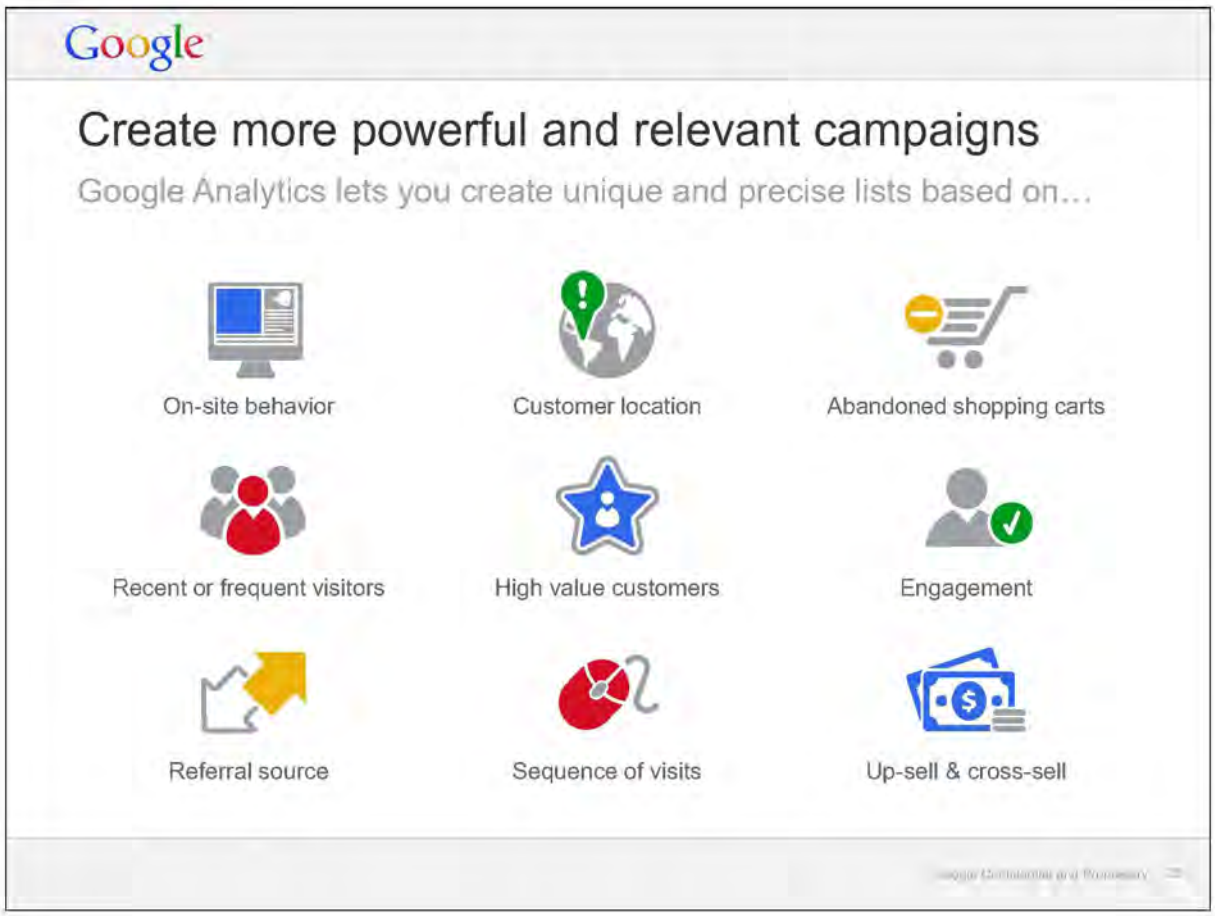
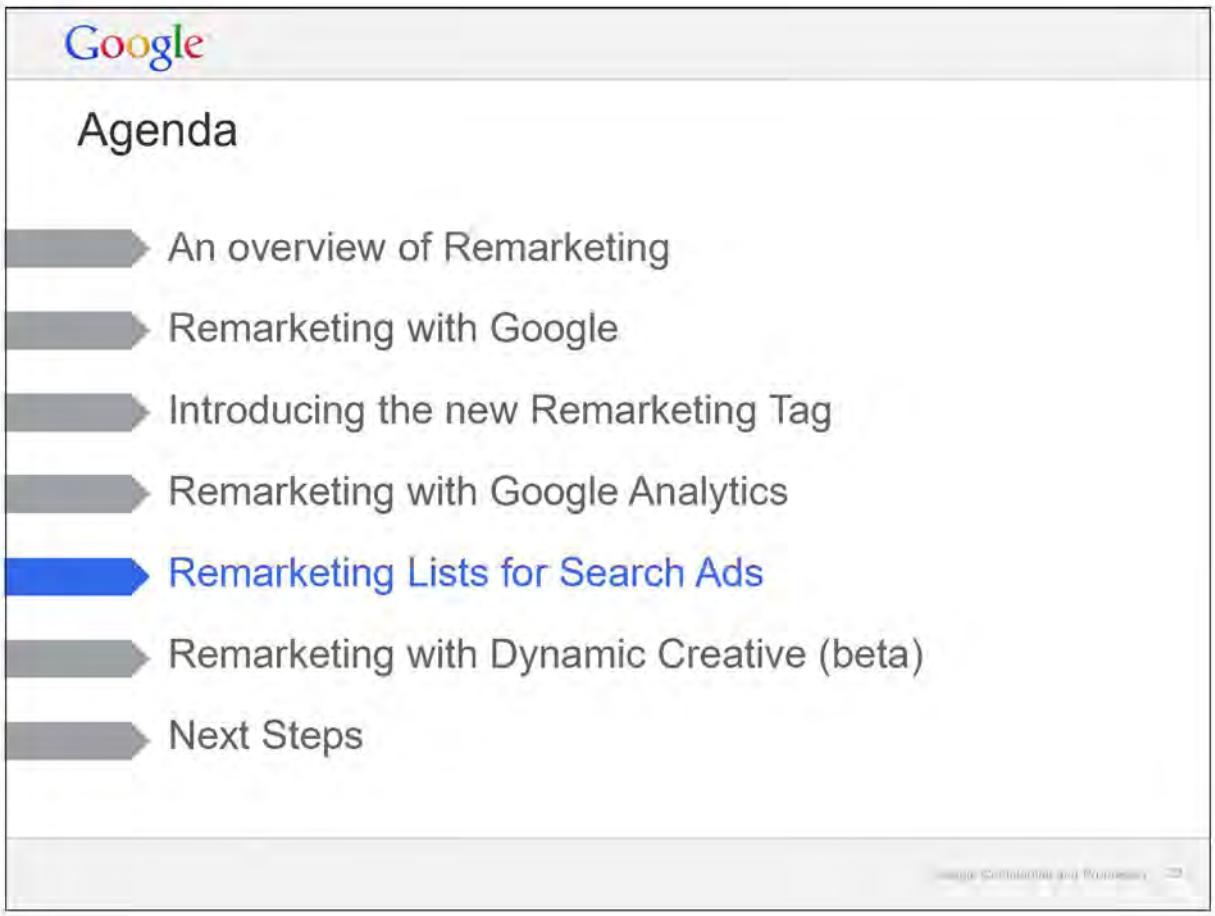

Google
Create more powerful and relevant campaigns
Google Analytics lets you create unique and precise lists based on…
On-site behavior
Customer location
Abandoned shopping carts
Recent or frequent visitors
High value customers
Engagement
Referral source
Sequence of visits
Up-sell & cross-sell

While it's easy, don't forget to also do the following when implementing GA campaigns:
Update your privacy policy – familiarize yourselves with our Display Advertiser Policy
Test & verify your tag changes
Link your AdWords accounts
Get Admin access
And find your lists (once you've created them) in AdWords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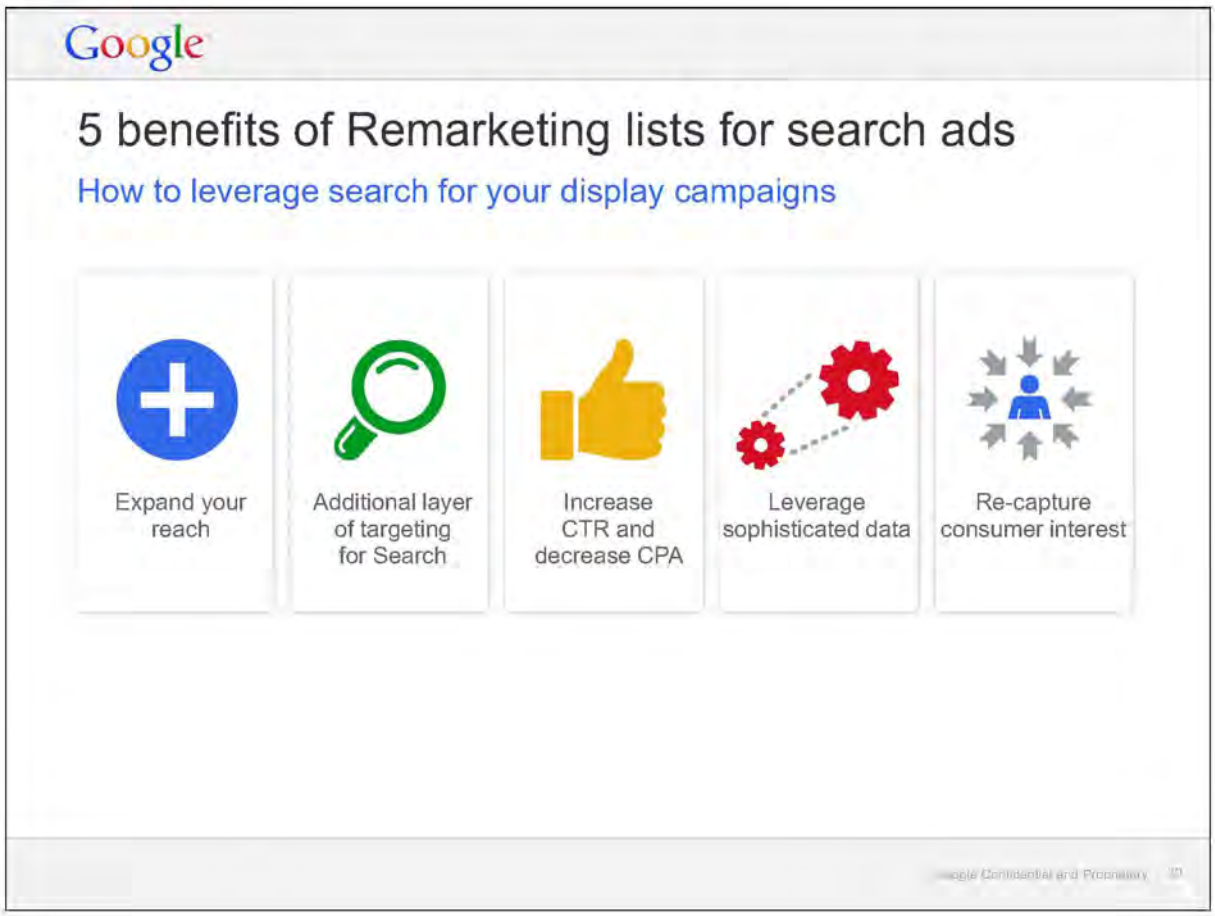
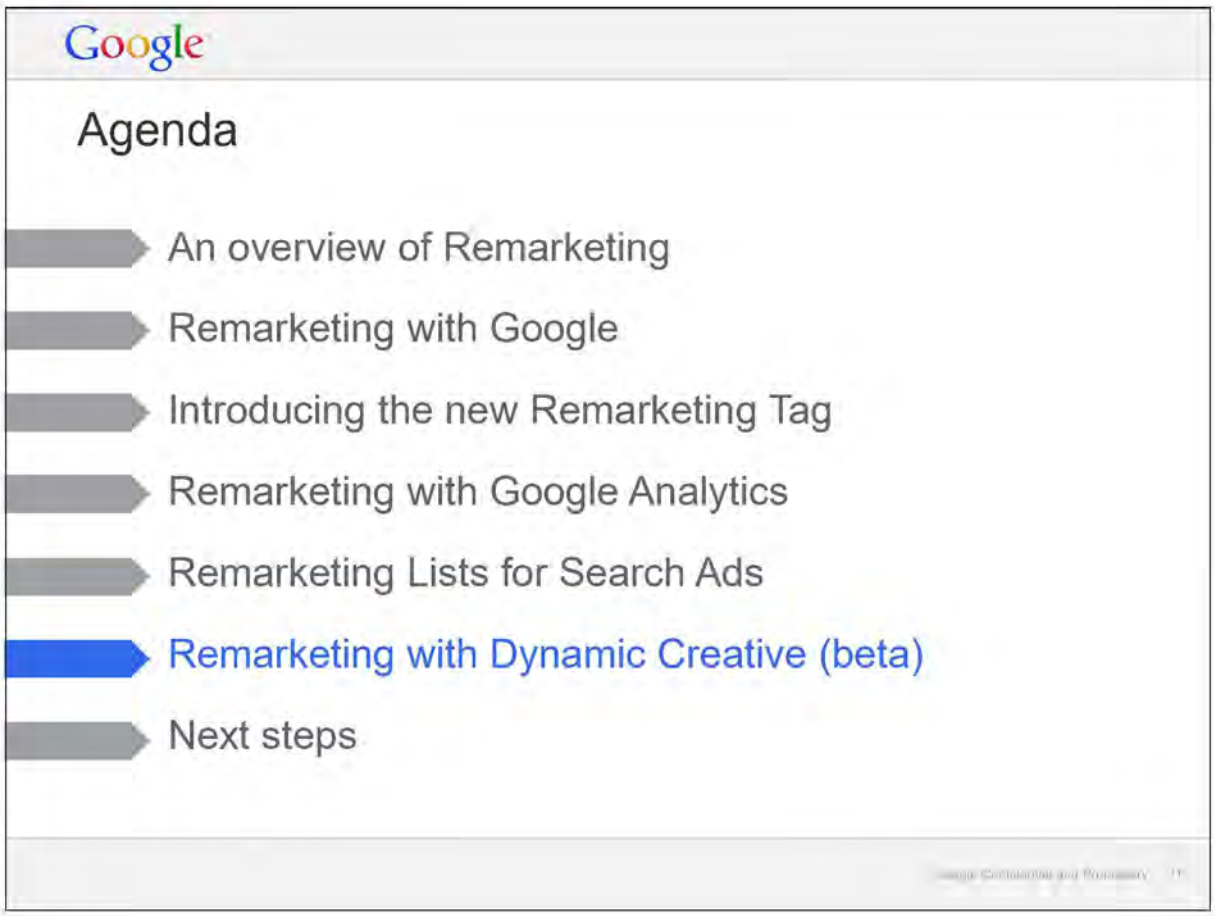
Google
Remarketing Lists for Search Ads
Use remarketing lists to create targeted AdWords search campaigns
Convert search customers
Cross-sell / up-sell existing customers
Enhance online conversions
Optimize
search bids for customers who have not yet converted on your site
Customize
offers for those who have already converted on your site
or
Bid down on or exclude customers who have already converted or are unlikely to convert


Google
5 benefits of Remarketing lists for search ads
How to leverage search for your display campaigns
Expand your reach
Additional layer of targeting for Search
Increase CTR and decrease CPA
Leverage sophisticated data
Re-capture consumer interest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Google

# Dynamic Remarketing for retail advertisers (beta)

Display a dynamic creative based on the products that have been viewed on your site by using your Google Merchant Center feed

You can see a
**450%**
increase in CTR

Example: Google Store website

Google Confidential and Proprietary 

Google

# Why Dynamic Remarketing?

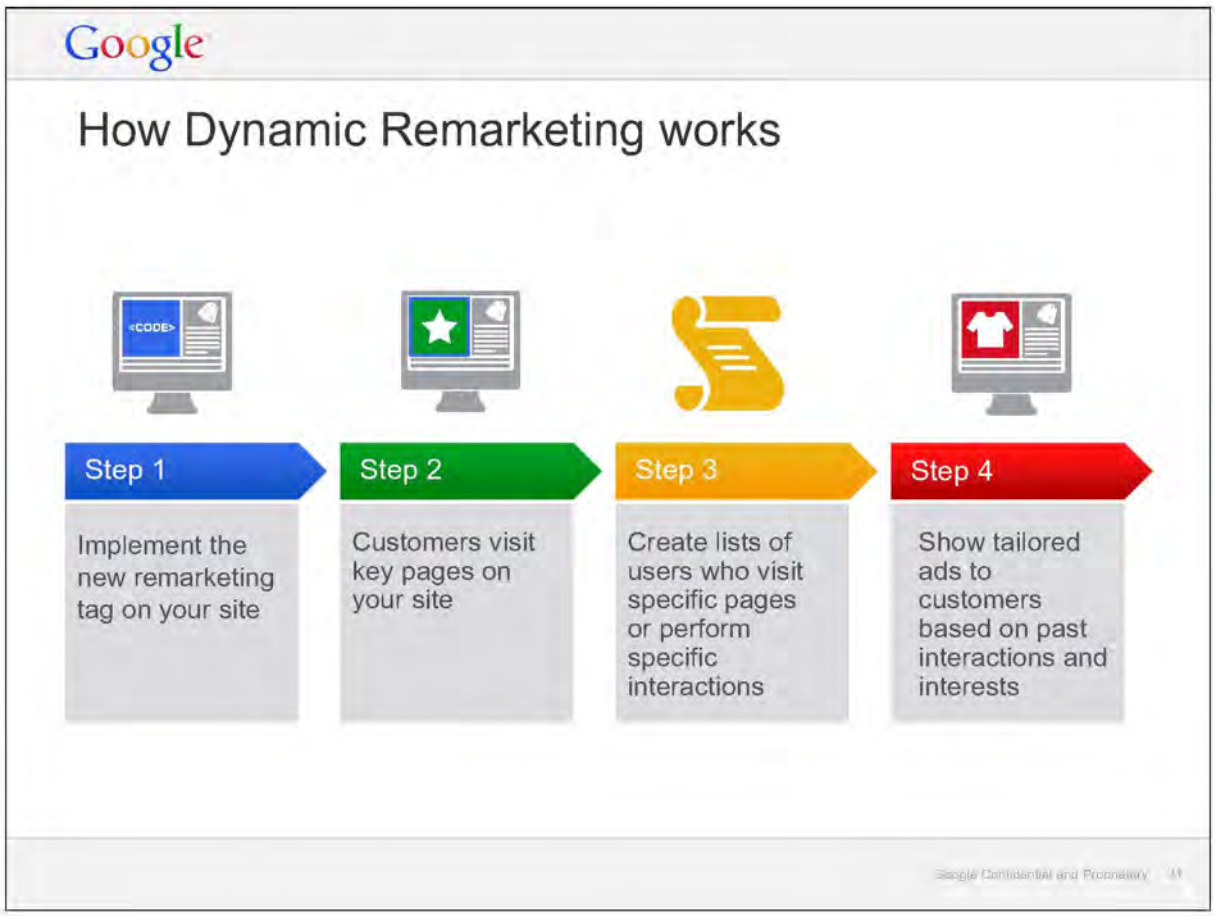
Personalize ads to boost conversions

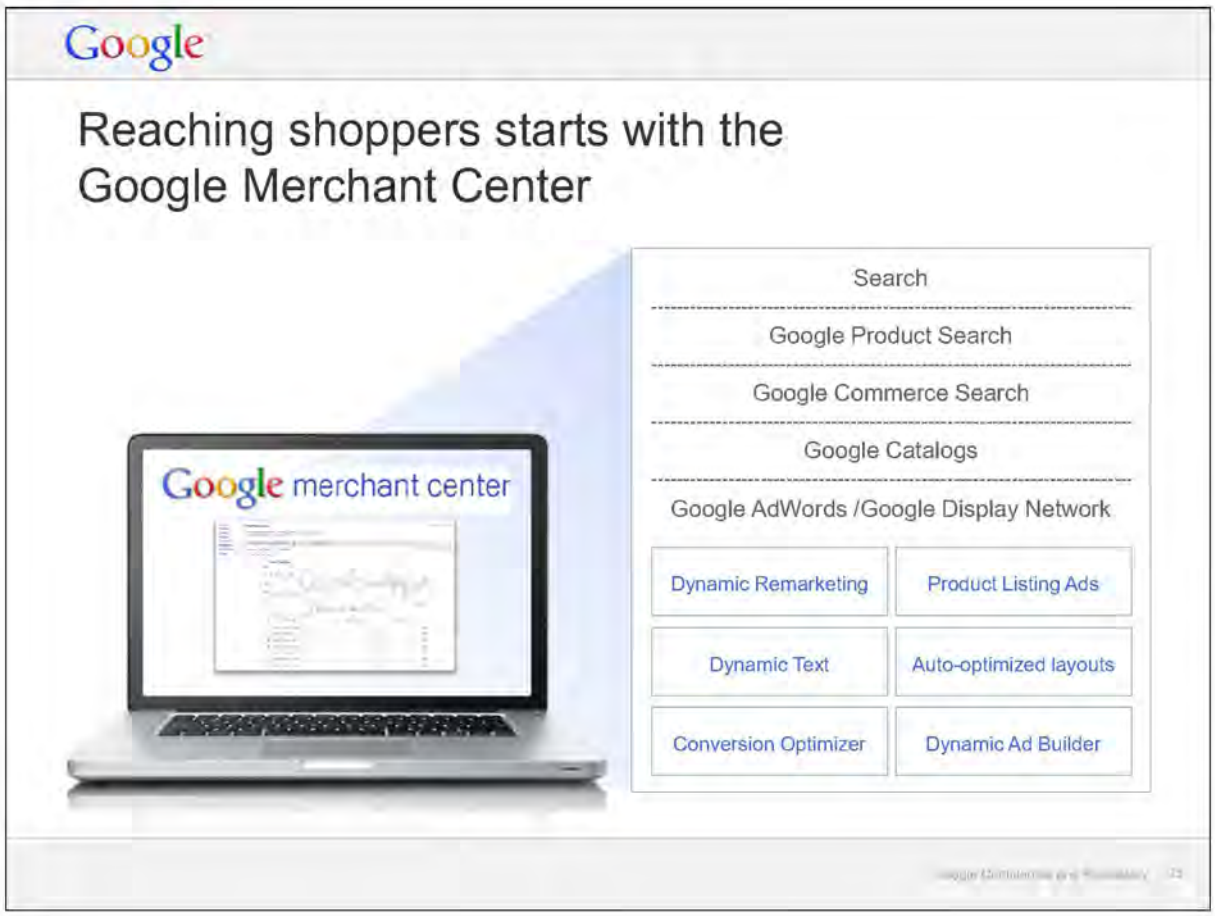
Products customer was viewing
- Size
- Color
- Male/female

Custom offer

Related items in your catalog

Google Confidential and Proprietary 


Google
How Dynamic Remarketing works
<CODE>
Step 1
Implement the new remarketing tag on your site
Step 2
Customers visit key pages on your site
Step 3
Create lists of users who visit specific pages or perform specific interactions
Step 4
Show tailored ads to customers based on past interactions and interests




- Reach qualified shoppers□Reach shoppers precisely when they are searching for items to buy on Google.

Increase traffic and sales□Google Shopping connects your products to the shoppers searching for them, helping you drive traffic and sales to your store. Your products will appear on Google Shopping and may even be displayed on Google.com, depending on your items' relevance.□□- Submit products for free□Inclusion of your products is completely free. There are no charges for uploading your items or the additional traffic you receive.

Dynamic Product Library
Build a dynamic home for product images to be accessible to the online shopper and be leveraged in your dynamic display campaigns

*

Google

# Access exclusive text inventory with Dynamic Product Ads

**Reach text-only portion of GDN**
(8B impressions a day)

**Exclusive**
Advertise on text inventory that most other networks and DSPs do not have access to

**Customizable**
Retail advertisers can tailor text ads based on remarketing lists

**Easy**
Create and manage text campaigns like display

Google

# Better product engine recommendations with Dynamic Remarketing

Remarketing List + Bidding Algorithm + Formats + Recommendation Engine

Google Confidential and Proprietary 

Google

# Make sure to opt in to auto-optimized layouts

- Automatically selects best performing creative layout based on performance
- Some clients have seen performance boosts of 50% higher CTR and 21% lower CPA

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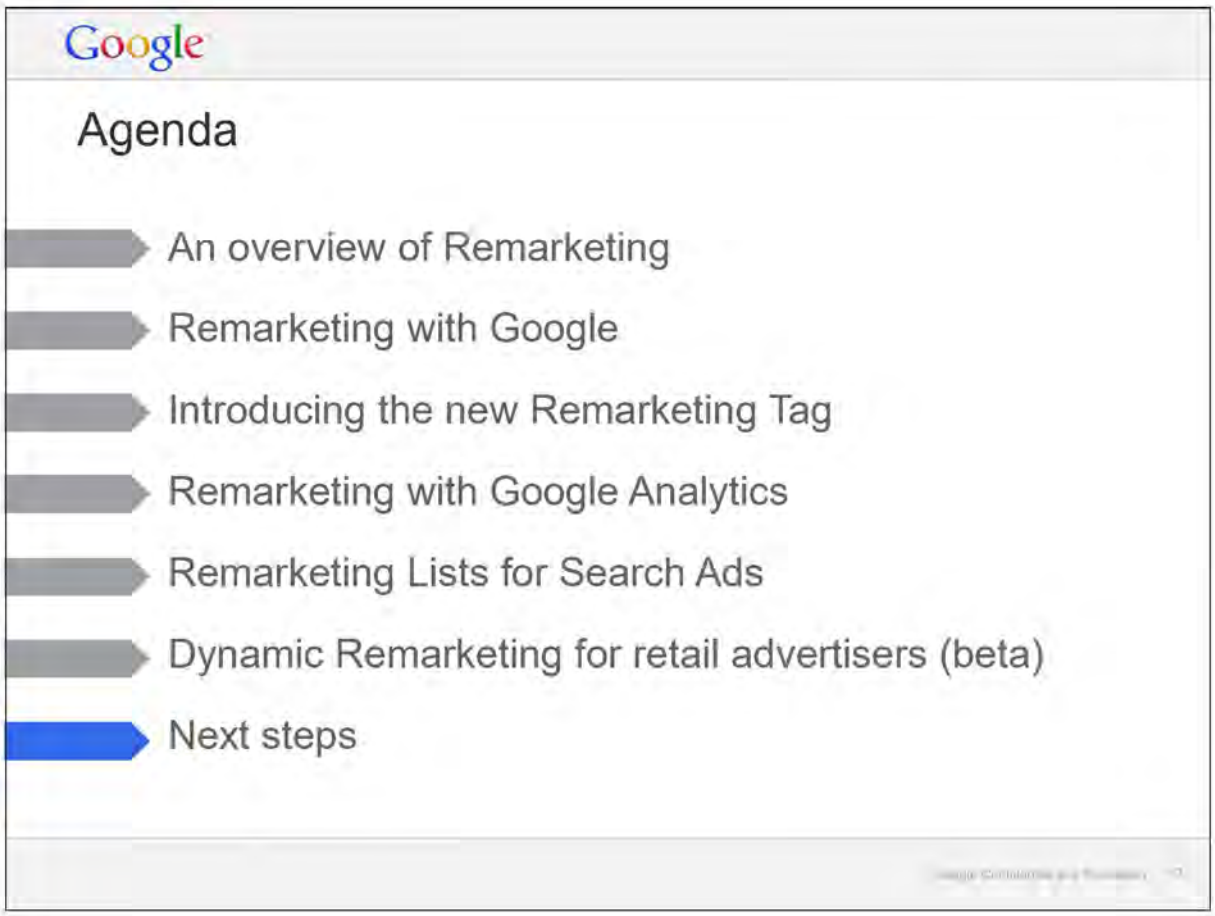
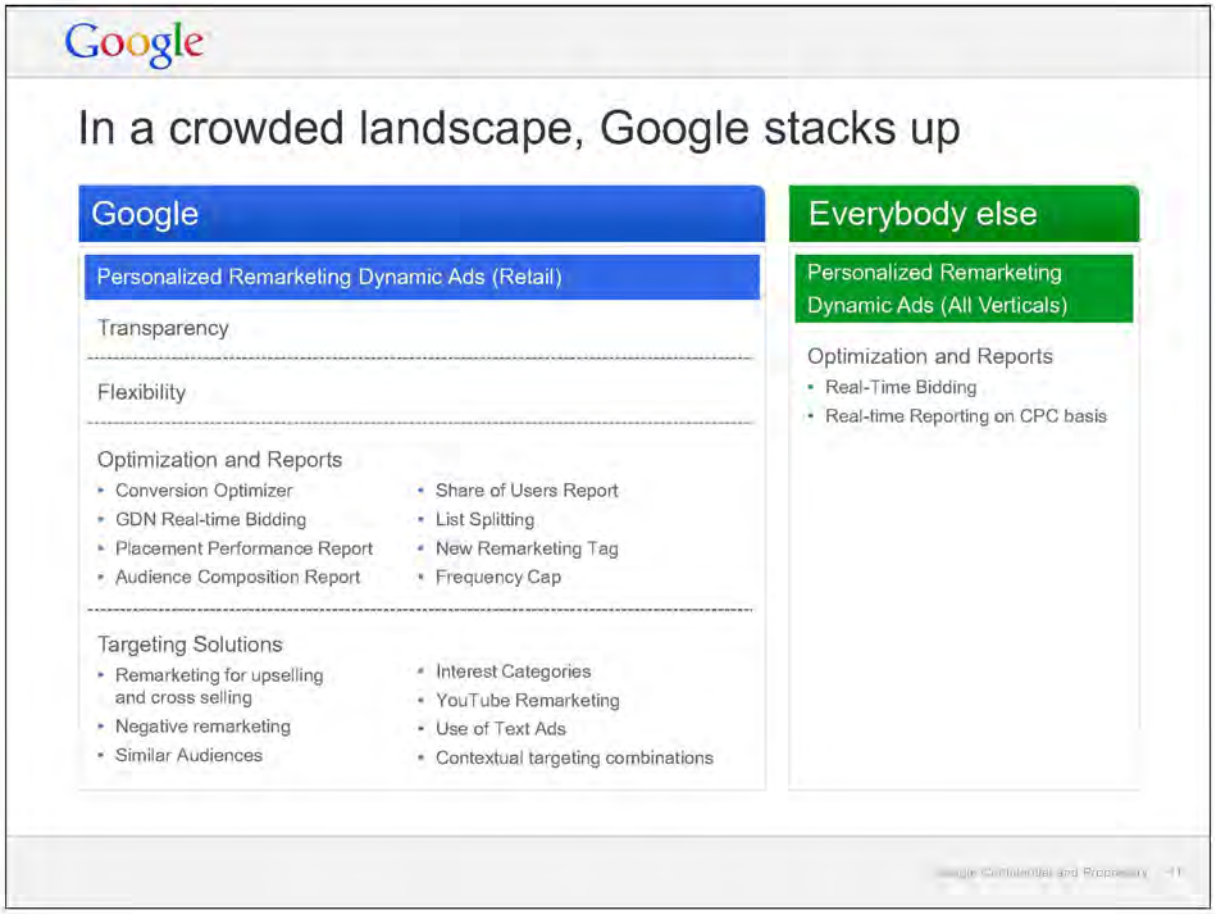
Other companies hire a creative team to build dynamic ads for their clients, taking away control and allowing free edits only on a restrictive schedule.

Creative Control - We chose to help build a flexible tool - high quality dynamic ads - Criteo (creative design team) - partial slot? Screenshot of DAB – show different creatives -

Where are list of dynamic ads – ping Susan!


Google
Agenda
An overview of Remarketing
Remarketing with Google
Introducing the new Remarketing Tag
Remarketing with Google Analytics
Remarketing Lists for Search Ads
Dynamic Remarketing for retail advertisers (beta)
Next steps


Google
In a crowded landscape, Google stacks up
Google
Personalized Remarketing Dynamic Ads (Retail)
Transparency
Flexibility
Optimization and Reports
Conversion Optimizer
GDN Real-time Bidding
Placement Performance Report
Audience Composition Report
Share of Users Report
List Splitting
New Remarketing Tag
Frequency Cap
Targeting Solutions
Remarketing for upselling and cross selling
Negative remarketing
Similar Audiences
Interest Categories
YouTube Remarketing
Use of Text Ads
Contextual targeting combinations
Everybody else
Personalized Remarketing Dynamic Ads (All Verticals)
Optimization and Reports
Real-Time Bidding
Real-time Reporting on CPC basis

Google
5 ways Remarketing with Google is better
Personalize your ads and see results
Dynamic creative
Transparency
Conversion optimizer
Control
Targeting solutions

Google

# Next Steps

1 **New to Remarketing?**
Work with your Google Account Manager to discuss a strategy to close the sales loop and bring efficiency to your other advertising spend with Remarketing

2 **Already doing Remarketing with Google?**
Continue reading to see the newest updates from Google technology like the smart pixel and conversion optimizer + remarketing

3 **Doing Remarketing elsewhere?**
It gets better! It can be tough to compare apples to apples because of 3rd parties using the "black box" and blended CPA's but we're confident and we want to prove ourselves! Work with your Google AM to set up a head-to-head test and let us show you why remarketing with Google Rocks

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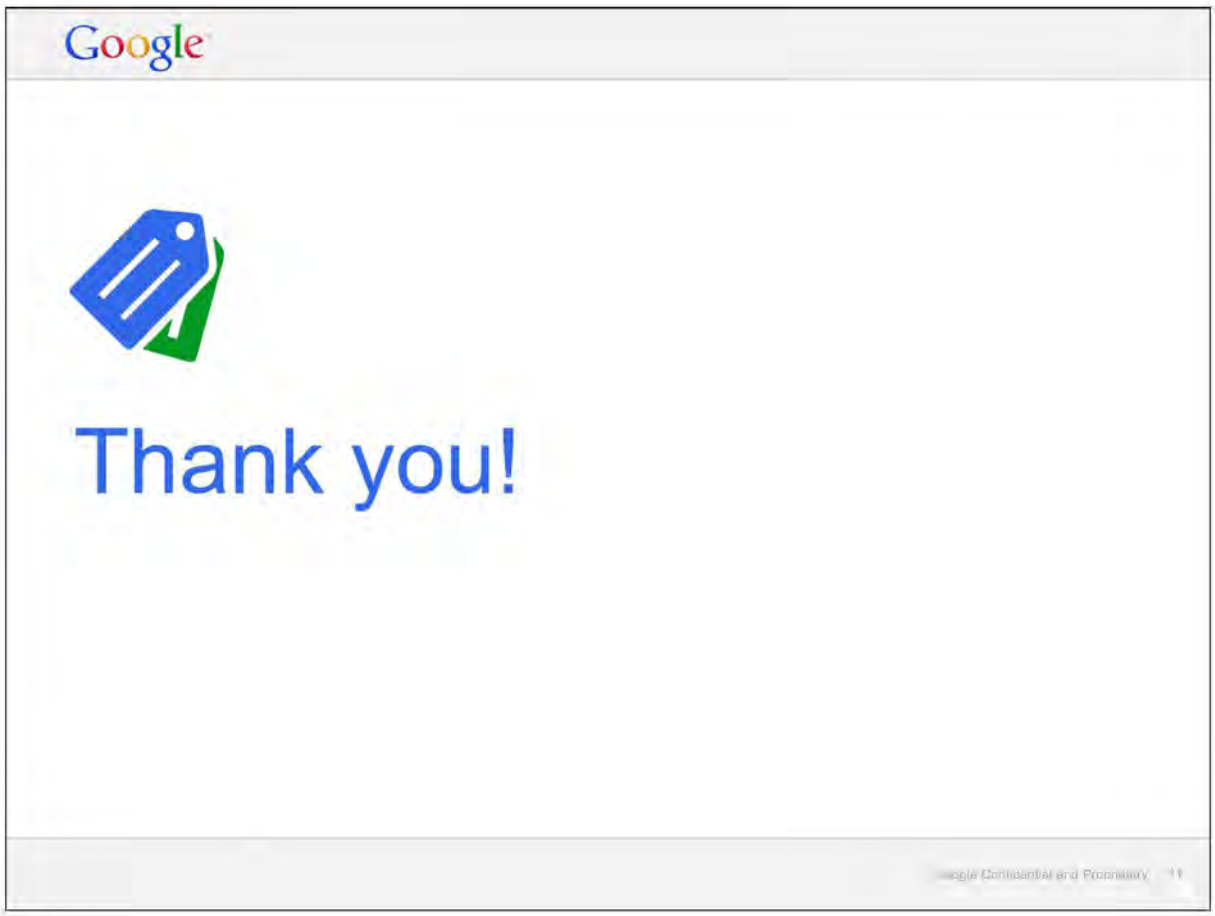
Google
Thank you!

Google
Additional slides

Google

## Dynamic Remarketing delivers Storkie Express conversion rates 203% higher than regular display and lower costs-per-conversion

Custom invite printer increase conversion rates and decreases CPC

**Marketing Goal:**
To create awareness of Storkie brand and product offerings, and to connect with customers

**Solution:**
Ran ads on search and Google Display Network, created remarketing campaign, and used Dynamic Remarketing to automatically tailor ad messaging

**Tactics:**
- Ran ads on search and Google Display Network
- Created remarketing campaign
- Used Dynamic Remarketing to automatically tailor ad messaging

**Results:**
- Conversions grew **117%** on Google Display Network
- **203%** higher conversion rate than regular display ads
- **119%** higher conversion rate than regular remarketing campaigns; Dynamic Remarketing

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